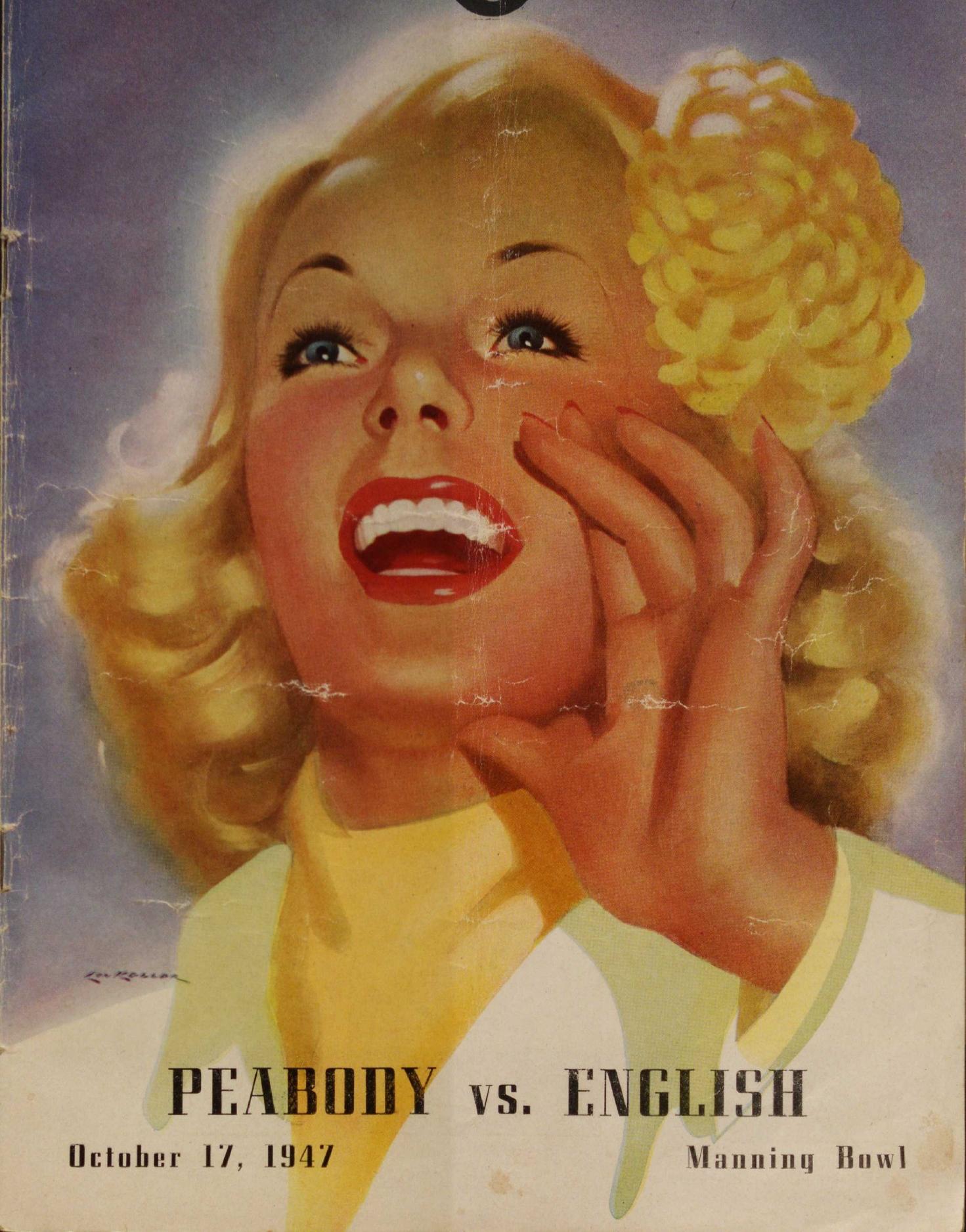


OFFICIAL 15c PROGRAM



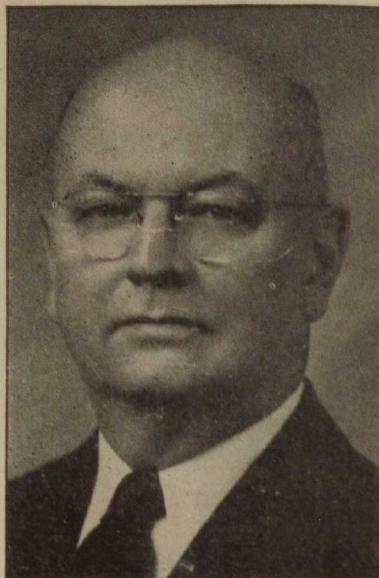
PEABODY vs. ENGLISH

October 17, 1947

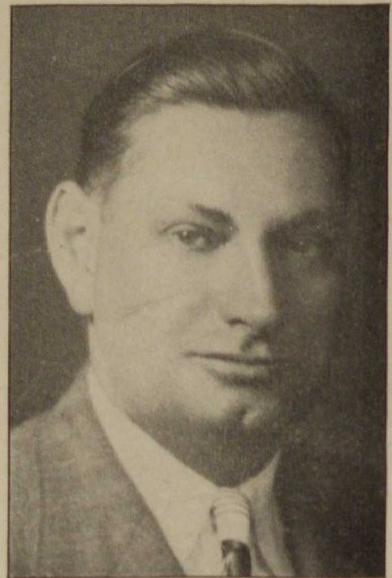
Manning Bowl



THOMAS J. WHELAN
Principal, Lynn English



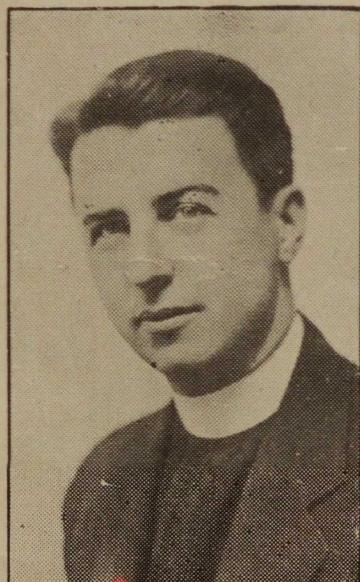
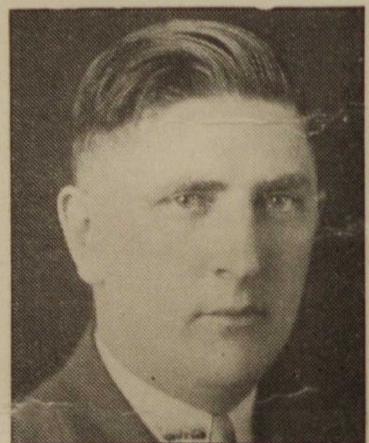
ERNEST STEPHENS
Superintendent of Schools



FREDERICK A. BUCKLEY
Principal, Lynn Classical

Stadium Commission

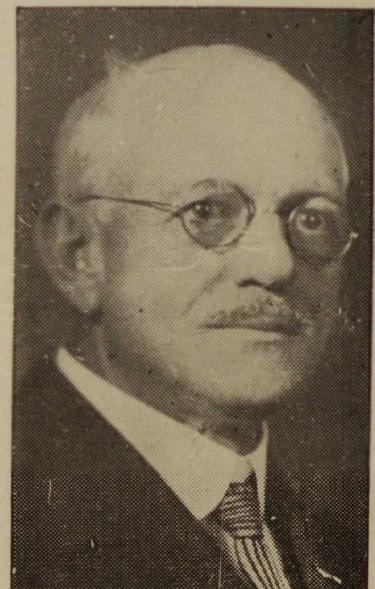
MAYOR
ALBERT
COLE



REV. JEREMIAH F. GEARAN
Member of Park Commission



DANIEL DAY
Councillor-at-Large

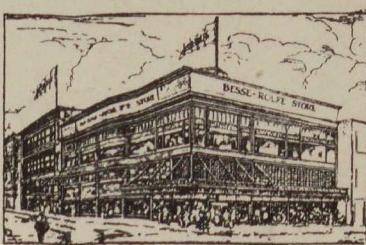


EUGENE B. FRASER
Sports Patron

2017.79.4

RIGHT GOODS

FAIR PRICES



NEW MERCHANDISE

Arriving Almost Daily
For Men, Women and Children
is of the Same High Standard
QUALITY as always at the

Besse - Rolfe Store

MARKET STREET

Corner Oxford Street



Lobster
Dinners
A Specialty

Lobster Pools Restaurant

Off 620 Broad Street

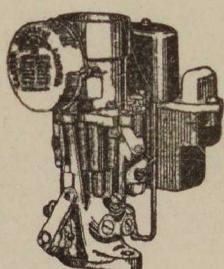
LYnn 2-4626

LYNN

At Your Service

LYNN GAS & ELECTRIC CO.

PHONE LYnn 3-2600



CARBURETORS

Zenith
Stromberg
Carter

Sales and Service

C. F. HALLIN CO.

13 Market Square
LYnn 2-5465

OFFICIAL Manning Bowl PROGRAM

★
PEABODY

VS.

ENGLISH

OCTOBER 17, 1947



Peabody

Coach — Bill Seegritz
Assistant Coach — Bill Healey
Assistant Coach — Ed Donahue
Athletic Manager — Jack Burke
Capt. — Paul Wallace
Student Manager — Peter Angelakis
Team Physician — Dr. Ralph P. McCarthy

English

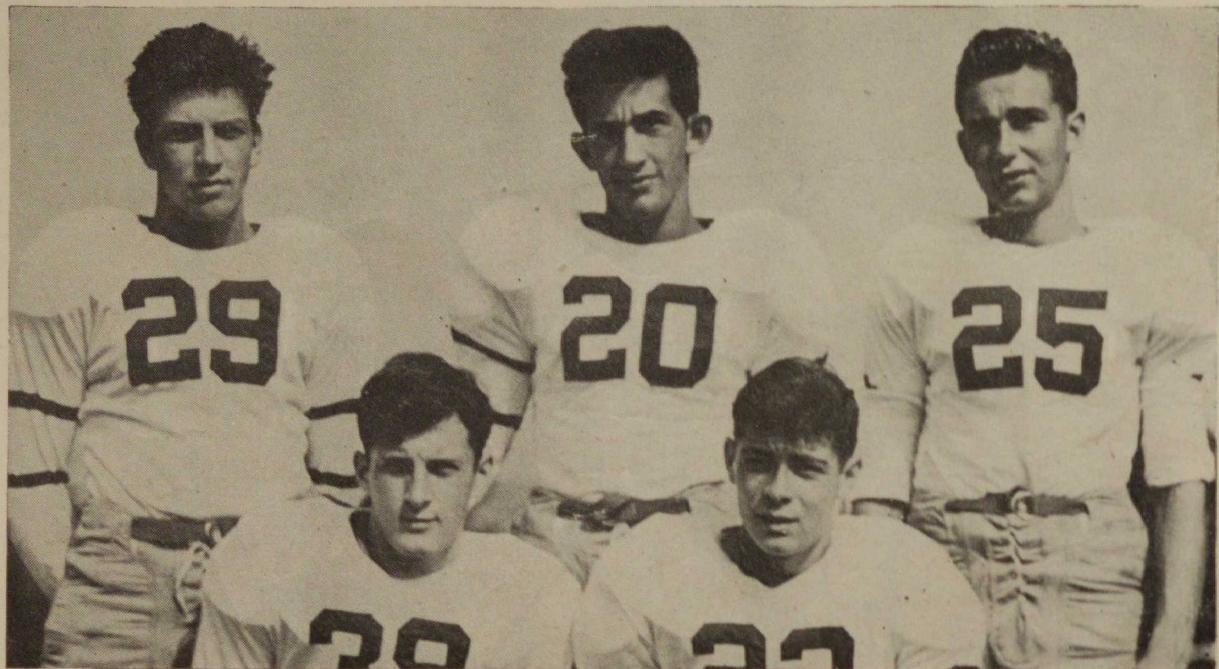
Coach — Carl A. Palombo
Faculty Manager — Maurice A. Twomey
Student Manager — Robert Woodbury
Captain — Bill Whelan

Officials

Referee — Henry Hormel
Umpire — James Liston
Headlinesman — Fred Donovan

Published by the
STADIUM PROGRAM PUBLISHING CO.
Lynn, Mass.

LYNN ENGLISH BACKFIELD



FRONT ROW—Les Locke, Capt. William Whelan
BACK ROW—Dick Nardella, Bob Anasoulous, Dick Cahill

Diamond Rings of Lasting Beauty

AT THE

Kay Jewelry Co.

WHERE ONLY

**GRADE "A"-1 FINE QUALITY
DIAMONDS**

ARE SOLD

*A Written Guarantee
With Every Diamond*

**There Is No Extra Charge
For Credit At KAY'S**

32 YEARS  OF SERVICE

KAY
KAY JEWELRY CO.

285 UNION ST., LYNN

ENGLISH RATES AS FAVORITE OVER TANNERS FOR ONCE

Red and Gray Gunning for Fifth Straight Win of Season Today

Undefeated English seeks to remain in the front ranks of the Class A title contenders by racking up its fifth win of the season today over Peabody, already beaten twice in five starts. It is the 22nd annual clash between the two rivals.

Rated a "dark horse" possibility for the state title before the season began, Coach Palombo's team has completed the first half of its schedule in brilliant fashion, allowing only one touchdown in five games. A scoreless tie with Chelsea, caused largely by abominable footing on a muddy field, is the only blemish on an otherwise perfect slate for English.

English has now played 11 straight games without being beaten. The last time the Palombomen suffered a setback was more than a year ago when they were edged by Lawrence, 14 to 13. Since then they've won eight and tied three. In 16 games since Coach Palombo took over, English has been beaten only three times and those three losses were all consecutive and by narrow margins early in 1946.

Over the years since the series began in 1926, Peabody has won 10 games, English has won 6 and there have been five ties. The teams are almost even in total points scored during that period, Peabody with 141 and English with 137.

Since Bill Seeglitz has been coaching the Tanners, English has triumphed only once. That was two years ago when the Red and Gray edged the Tanners 6 to 0 to hand them their only loss of the year in a stunning upset. The boy who scored the touchdown for English, a 15-year-old soph, Dick Cahill, isn't even a regular now.

Last year the teams battled to a thrilling 13 to 13 tie. English was ahead twice but the Tanners came from behind on each occasion to earn a deadlock. Until the 1945 upset, English hadn't won since 1933. Over a 13 year span one win and two ties are all the Lynnrs have been able to get. From 1935 through 1944, ten long years, English didn't even score a point against Peabody.

This 1947 Tanner edition has been a big surprise right from the start. When it edged powerful Class-ical, 12 to 7, Leather City fans immediately began to conjure up visions of a possible state championship.

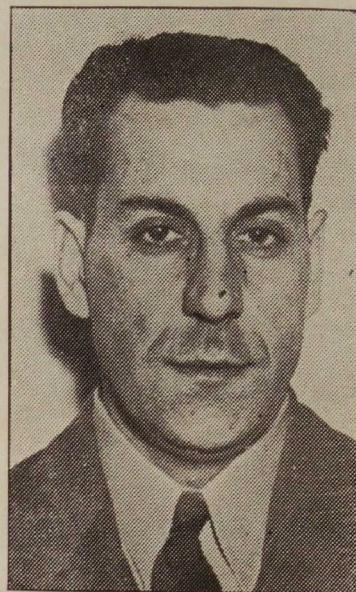
But the Tanners turned around the following week and became the first team in two years to lose a game to Lowell and then last week they were up-ended by Beverly.

Comparative scores don't always mean much, but it's significant that the two teams which have beaten Peabody this year are numbered among the victims of Coach Carl Palombo's machine.

English beat Lowell by two touchdowns, 12 to 0, a week before Lowell whipped Peabody, 16 to 7. Then defeated Beverly, 7 to 0 only seven days before the Garden City eleven triumphed over Peabody, 9 to 0.

On paper at least, English appears to be a couple of touchdowns better than Peabody, and that's the way the game might turn out. But then again, it might not, for these Peabody-English affairs have always been rugged battles, close and hard-fought, with previous performances counting for nothing.

English has a smooth-working ground attack and aerial offense which hasn't been used too much so far. The Red and Gray has good ball-carriers in Capt. Billy Whelan, Les Locke, Al Tagney and Bob Anasoulis, with Whelan ranked as one of the state's best.



COACH CARL PALOMBO

Peabody, in typical Seeglitz style, will seek to combine a strong defense with a crushing ground attack to achieve victory. So far this season the Tanner defense hasn't been as stiff as it has been in other years and the offense hasn't clicked as smoothly. But the Tanners still have great potentialities and if they start to work smoothly, many teams are going to feel their wrath.

Jimmy Smyrnios and Joe Regis, a pair of veteran ball-carriers, are the mainstays of the attacks. It is for them that the heavy Tanner line seeks to rip open holes.

Charley St. Paul, quarterback and passer is the key to the aerial attack while Art Drivas and Frank Connors, a pair of sturdy ends, are his best receivers.

Two standouts in the Peabody line all year have been the guards, Capt. Paul Wallace, 165, and huge Raymond Potter, 235. Opposing teams have found it futile to direct plays at the line sector guarded by Potter, who bulls his way through and spills ball-carriers for losses repeatedly.

QUALITY DRESS AND SPORTSWEAR FOR MEN AND BOYS

By

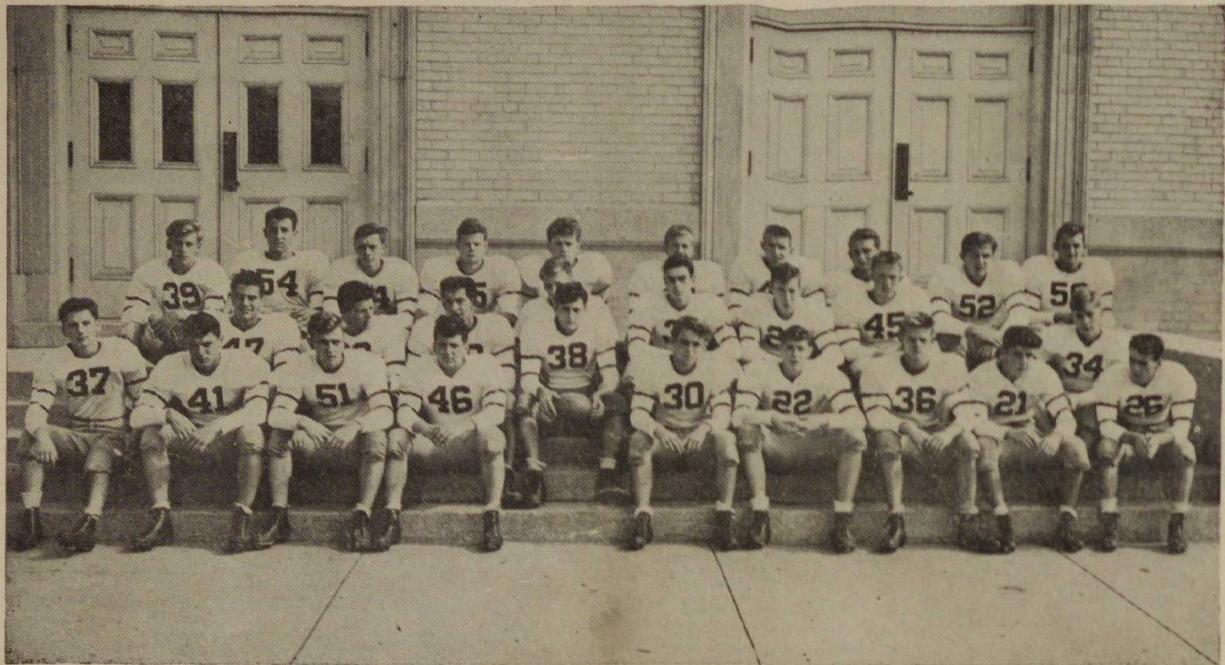
- ARROW
- JANTZEN
- WEMBLEY
- DUBLEWARE
- ACE FOOTBALL JACKETS

AT

Mitchell's Men's Shop

McDonough Square, West Lynn

1947 ENGLISH FOOTBALL SQUAD



FIRST ROW—Ken Cooper, Nick Jules, Ken Remson, Tony Menigell, Leslie Locke, Carl Messenger, Wm. Whelan, (Capt.) Rodger Wyman, Charles Eldridge, Al Tagney.

SECOND ROW—Chick Frangoes, Dick Nardella, Bob Ansonious, Linwood Grumond, Jim Craig, Charles Inglis, Mike Carr, Richard Ashley.

THIRD ROW—Frank Sliney, Tzsiropoulos, Neil Smith, Earle Thibedeau, Wm. Driscoll, Charles Pettigrew, Russ Dunn, Dick Cahill, Danuluk, Lee Weaver.

**STEEVES
MOTOR CO.**



140-142 LEWIS ST. LYNN

...and
you'll
save
time,
too!

Sure, it's important to save money these days—or any days, for that matter. But saving time is important, too.

And you will save time when you bring your car into Steeves Motor Company.

Our factory-trained mechanics don't fool around wondering what's wrong. They have the experience and the test-equipment to fathom out the fault.

They have the tools and the factory-made parts at their instant disposal to remedy the fault.

You're not paying for waste motion or guessing. Your car isn't tied up for an indefinite waiting period at your expense.

You'll get "satisfaction Guaranteed" too.

PEP TALK



The Little Woman Will Have More Pep if
You Send Your Laundry to

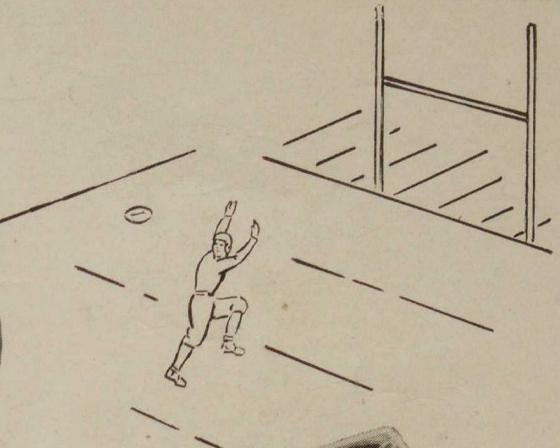
EMPIRE LAUNDRY

"Where Soft Water Reigns"

35 MYRTLE STREET

LYnn 2-4571

A PERFECT COMBINATION



LYNN ENGLISH RECORD

LEFT HAND COLUMN INDICATES ENGLISH SCORE

39 Wins, 44 Losses, 12 Ties

1937			1938			1939			1940			1941		
0	Chelsea	0	0	Chelsea	6	12	Lowell	7	13	Lowell	0	32	Lowell	0
6	Beverly	6	0	Beverly	8	12	Chelsea	0	6	Salem	0	0	Salem	0
6	Lawrence	0	0	Peabody	7	12	Beverly	0	0	Beverly	0	25	Beverly	6
0	Peabody	6	25	Lawrence	0	0	Lawrence	8	19	Lawrence	8	26	Lawrence	0
9	Somerville	0	12	Revere	0	6	Medford	20	12	Medford	7	0	Peabody	7
12	Salem	0	6	Salem	0	0	Waltham	14	13	Waltham	0	6	Waltham	2
14	Ridge	0	6	Ridge	14	0	Peabody	0	6	Peabody	6	14	Marblehead	13
13	Classical	6	7	Classical	0	0	Salem	0	21	Somerville	2	26	Somerville	2
					12	Ridge	7	13	Ridge	0	32	Chelsea	0	
					7	Classical	2	0	Classical	1	0	Classical	13	

1942			1943			1944			1945			1946		
0	Lowell	9	0	Salem	25	0	Chelsea	6	0	Chelsea	6	42	Chelsea	7
0	Salem	0	0	Lowell	14	6	Lowell	14	12	Lowell	0	27	Lowell	6
0	Beverly	12	6	Beverly	6	0	Salem	8	7	Salem	7	13	Salem	15
0	Lawrence	6	0	Lawrence	13	23	Beverly	13	6	Beverly	27	6	Beverly	12
0	Peabody	18	0	Peabody	20	6	Peabody	13	6	Lawrence	6	13	Lawrence	14
0	Waltham	27	0	Waltham	28	0	Waltham	13	6	Peabody	0	13	Peabody	13
0	Everett	33	6	Marblehead	20	0	Marblehead	27	0	Saugus	0	14	Saugus	0
0	Chelsea	13	0	Everett	30	0	Everett	7	12	Marblehead	6	21	Marblehead	0
6	Classical	34	13	Chelsea	12	0	Classical	0	6	Everett	19	46	Winthrop	6
					0	Classical	27		0	Classical	19	14	Somerville	9
											28		Classical	28

A Message from Ed Cahill

Hastings & Sons Pub. Co.



Lynn, Massachusetts

DAILY EVENING ITEM
Established December 8, 1877

Hi'ya Fans:

Another banner football season is on us here in the Capitol of Schoolboy Football. And it's difficult to think of schoolboy football in Greater Lynn without thinking of the ITEM.

We like it that way. We purposely feature the local schoolboy grid attractions on our new, expanded Sport Pages. And we propose to continue this thorough coverage—complete with action photographs, statistics, and day-to-day highlights.

Realizing that thousands of North Shore fans are keenly interested in these high school attractions, we have gone beyond this; and, for the second consecutive year, the ITEM will broadcast all games played in Manning Bowl this fall by both Lynn schools. We'll be here for all of them—your radio friend, Eddie Jaffee and myself, giving you all the dope.

So, if you can't be with us here for an on-the-scene view of the action, don't fret. Tune us in via Station WESX for a play-by-play account of what's going on. And re-live the games next day in the sports columns of the ITEM.

We think you'll enjoy both the broadcasts and the stories. You'll find the ITEM habit is a mighty good habit.

Yours in Sport,
Ed Cahill
SPORTS EDITOR.

When You are Thinking of B-S-R -- or R

Office Furniture, Typewriters or Adding Machines

Contact Essex County's Largest Stationery—Office Equipment House

ALLEN STATIONERY COMPANY

110 MUNROE STREET, LYNN

PHONE LY 3-9720

ENGLISH ROSTER

No.	Name	Position	Weight	Age	Class
11	Linwood Grumond	B	135	16	Soph
20	Bob Anasoulous	FB	160	16	Senior
21	Charles Eldridge	E	150	16	Junior
22	William Whelan, Capt.	LHB	148	17	Senior
23	Charles Inglis	B	142	17	Senior
24	Chick Frangos	LT	162	16	Junior
25	Dick Cahill	B	143	17	Senior
26	Al Tagney	B	140	18	Senior
27	Charles Pettigrew	C	148	17	Senior
28	Donald Meggeson	E	150	16	Senior
29	Dick Nardella	QB	146	17	Senior
30	Carl Messenger	B	137	17	Senior
31	Jim Craig	E	158	16	Junior
32	William Driscoll	RT	175	17	Senior
33	Bob Peterson	RG	160	17	Senior
34	Richard Ashley	G	145	16	Junior
35	Leonce Paradise	B	143	16	Junior
36	Rodger Wyman	T	155	16	Junior
37	Ken Cooper	G	150	17	Senior
38	Les Locke	RHB	138	17	Senior
39	Frank Sliney	B	150	17	Senior
40	Russ Dunn	LE	160	17	Senior
41	Nick Jules	G	157	16	Junior
43	Rodger Britt	T	145	16	Junior
44	Neil Smith	RE	145	17	Senior
45	Mike Carr	E	150	17	Senior
46	Tony Mennigell	G	160	17	Senior
47	Charles Frangos	T	165	17	Senior
48	William Waldron	B	150	16	Junior
49	John Katalowski	T	170	16	Junior
50	Lee Weaver	C	175	16	Junior
51	Ken Remsen	LG	155	16	Junior
52	Danuluk	LT	200	18	Senior
54	Lou Tsioropoulos	E	175	17	Senior
55	Earle Thibedeau	E	155	17	Junior
56	James DeMontier	E	135	16	Junior
57	Edward Penny	C	135	16	Junior
58	Richard Abbruzzesse	B	150	17	Soph
59	Bob Caulfield	B	158	16	Soph

- Two Great Stores -

For
Style — Quality — Leadership
CONVENIENTLY LOCATED
FOR YOUR SHOPPING
PLEASURE

FEINSTEIN'S MEN'S SHOP

Famous For Pants
79-87 MUNROE ST.

MILTON'S

MEN'S SHOP

UNION AT BALDWIN STS.

"The Stores That
Mean Quality"

NORTH SHORE'S
LEADER
IN
THE BUILDING
MATERIAL
FIELD

PAINTS GLASS MIRRORS DOORS WINDOWS

SALEM GLASS COMPANY

75 CANAL STREET

Telephone Salem 5177

EXCLUSIVE
DISTRIBUTORS
IN SALEM

FOR
KYANIZE
PAINTS

TIME OUT

ENGLISH

LE	LT	LG	C	RG	RT	RE
Dunn	Ashley	Remsen	Pettigrew	Peterson	Driscoll	Smith
40	34	51	27	33	32	44

QB
Nardella
29

LHB
Whelan, Capt.
22

RHB
Locke
38

FB
Anasoulas
20

SQUAD ROSTER

20	Anasoulas, FB	32	Driscoll, RT	44	Smith, RE
21	Eldridge, E	33	Peterson, RG	45	Carr, E
22	Whelan, LHB	34	Ashley, T	46	Minnigell, G
23	Inglis, B	35	Paradise, B	47	Frangos, T
24	Frangos, LT	36	Wyman, T	48	Waldron, T
25	Cahill, B	37	Cooper, G	49	Kutolowski, T
26	Tagney, B	38	Locke, RHB	50	Weaver, C
27	Pettigrew, C	39	Sliney, B	51	Remsen, LG
28	Meggison, E	40	Dunn, LE	52	Danluk, LT
29	Nardella, QB	41	Jules, G	54	Guimond, B
30	Messenger, B	43	Britt, T	55	Thibodeau, E
31	Craig, E				

SCORE	1	2	3	4	TOTAL

REFEREE'S SIGNALS



Illegal forward pass



Crawling, pushing or helping runner



Delay of game or excess time out



Illegal motion or formation at snap



Unnecessary roughness



Interference with forward pass



FOR COKE

PEABODY

LE	LT	LG	C	RG	RT	RE
Connors	Caulfield	Wallace	Burke	Potter	Murray	Drivas
40	46	47	33	50	44	49

QB
St. Paul
10

LHB
Smyrnios
45

RHB
Regis
20

FB
Coombs
41

10 St. Paul, QB	25 Boyd, E	44 Murray, RT
11 Kirlis, HB	31 Trovas, T	45 Smyrnios, LHB
18 Sullivan, HB	32 Mandaguras, QB	46 Caulfield, LT
20 Regis, RHB	33 Burke, C	47 Wallace, LG
21 Mercier, HB	36 Thibodeau, C	48 Torrigian, T
22 Mullane, E	40 Connors, LE	49 Drivas, RE
23 Santos, HB	41 Coombs, FB	50 Potter, RG
24 Savy, G	42 Nally, G	

Field Judge—James A. Cronin

Coke=Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.



Holding



Penalty refused, incomplete pass, missed goal, etc.



Off-side or violation of free-kick rules



Safety



A-score



Time out



*Barbecued Chicken
Steaks — Chops — Lobster*

**COCKTAIL LOUNGE
BASIL'S RESTAURANT**

CENTRAL SQUARE — LYNN



**MUSINSKY'S
New
Sports Department**

Carrying The Best for Your Sporting Pleasure. Drop in and Look Around Our New Basement Department.

NORTH SHORE'S
LARGEST FAMILY SHOE STORE
FEATURING
FAMOUS BRANDS

Roblee	Stride-Rite
Winthrop	Weather-Birds
Nunn-Bush	Naturalizer
Walkovers	Selby Styl-Eez
Taylors	Conformals
Dr. Locke's	Tweedies

292 BROAD STREET

LY 5-0380

FREE PARKING

PEABODY ROSTER

No.	Name	Position	Weight	Age	Class
40	Frank Connors	E	185	17	Junior
46	Joe Caulfield	LT	184	18	Senior
47	Paul Wallace	LG	172	17	Senior
33	John Burke	C	174	16	Junior
44	Bryce Murray	RT	186	16	Junior
50	Raymond Potter	RG	234	17	Senior
49	Arthur Drivas	RE	186	17	Senior
10	Charles St. Paul	QB	158	17	Senior
45	James Smyrnios	LHB	160	18	Senior
20	Joe Reis	RHB	148	16	Senior
41	John Coombs	FB	165	17	Senior
22	James Mullaney	E	158	15	Junior
25	Ronald Boyd	E	152	17	Junior
31	Peter Trovas	T	149	16	Junior
48	Charles Torrigian	T	190	17	Junior
24	James Savy	G	159	16	Junior
42	James Nally	G	172	15	Junior
36	Robt. Thibodeau	C	160	16	Junior
23	Richard Santos	HB	157	17	Junior
32	John Mandaguras	QB	163	15	Junior
21	Kenneth Mercier	HB	146	15	Freshman
28	James Sullivan	HB	153	16	Senior
11	Stratis Kirlis	HB	150	16	Junior

AUTOMATIC OIL DELIVERY

LY 2-1580

24 HOUR SERVICE

BOOMA

4 MT. VERNON ST.

Complete Heating Work

TIMKEN
Silent Automatic
OIL HEAT

OIL BURNERS - AIR CONDITIONING OIL FURNACES
OIL BOILERS - OIL BURNING WATER HEATERS

Accredited
TIMKEN
Standards

BREED

LYNN, MASS.

Free Estimates

OVER \$3,500,000
IN G.I. LOANS
already advanced
for

VETERANS' HOMES

to over 500 Veterans

You, too, will appreciate
Courteous Consideration
Prompt Action
Friendly Service



112 Market St., Lynn, Mass.- 167 Humphrey St., Swampscott, Mass.

SHELDON PHARMACY

P R E S C R I P T I O N I S T S

SAMUEL BRODY, Reg. Pharm

Dependable Prescriptions — Druggists',
Hospital Supplies — Surgical Belts —
Diabetic Supplies

Free Delivery

208 SUMMER ST.. LYNN . . . Dial LY 2-0282

LYNN SPORTING GOODS CO.

North Shore Headquarters for all
SPORTING EQUIPMENT

455 Washington Street

Lynn

FLAISHER'S

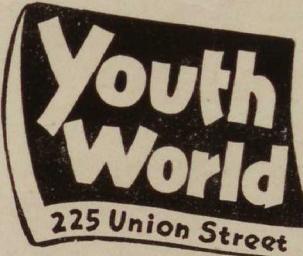
Also Full Line of
JOHN B. STETSON HATS

127 Market Street

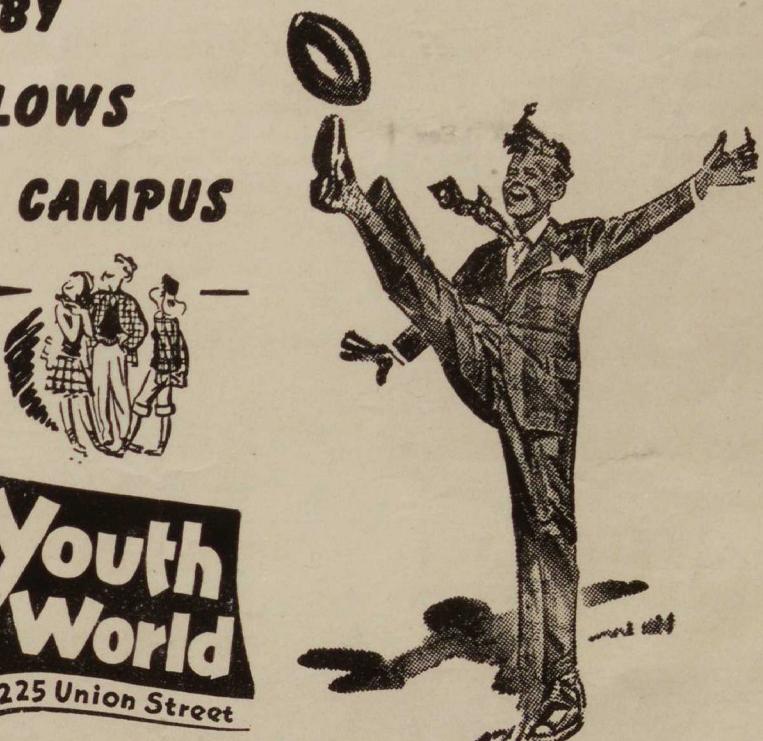
Lynn

OKAYED BY SMART FELLOWS ON THE SCHOOL CAMPUS

Okay you sophs and seniors,
you're hearing the word
passed that Youth World is
a "must" among the guys
who know their clothes.
There's a suit waiting that
will make your next "Coke
Date" a cinch. Better drop
in and try it on.



THE FASHION CENTER FOR YOUTH



1947 PEABODY FOOTBALL SQUAD



FIRST ROW—Angelakis, Peter Trovas, T; St. Paul, QB; Santos, HB; Regis, RHB; Mandaguras, QB; Mercier, HB;
SECOND ROW—Savy, G; Kirlis, HB; Torrigian, T; Coombs, FB; Wallace, LG; Smyrnios, LHB; Murray, RT; Sullivan, HB;
Connors, LE;
THIRD ROW—Bill Seegritz, Nally, G; Potter, RG; Thibodeau, C; Caulfield, LT; Drivas, RE; Burke, C; Boyd, E; Ed Donahue,
Bill Hecley.

GIBBS OIL CO.

Serving Heating Oils and Tylol Gasoline

To The North Shore

SAUGUS 0097

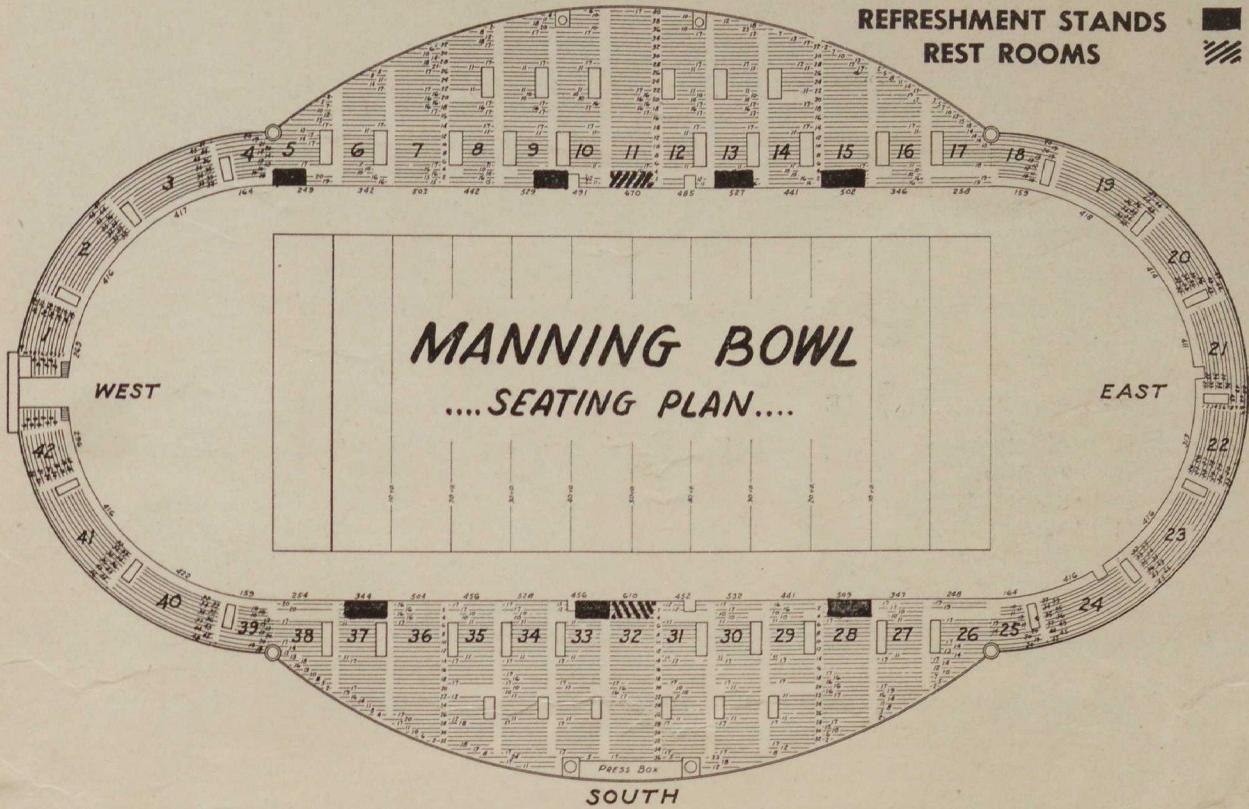
691 BROADWAY

SAUGUS

STADIUM INFORMATION

NORTH

REFRESHMENT STANDS
REST ROOMS



Refreshments

Peanuts	10c	Coca-Cola	10c
Popcorn	10c	Frankforts	15c
Chips	10c	Coffee	15c
Candy	2 for 15c	Cigarettes	25c
Orange Drink . . .	10c	Cigars	15c

HOTEL EDISON

Grill and Restaurant

BANQUET and PARTY FACILITIES

NEW YORK MODEL

Bakery

"HOME OF QUALITY BAKED PRODUCTS"

CLASSICAL SCHEDULE

September	12	WINTHROP	20— 6
	21	PEABODY	7—12
	26	*GLOUCESTER	24— 0
October	4	*ARLINGTON	25— 6
	13	HAVERHILL	41— 0
	18	*EVERETT	
	26	SALEM	
November	1	*SAUGUS	
	9	LOWELL	
	14	*REVERE	
	27	ENGLISH	

*Night

ENGLISH SCHEDULE

September	14	CHELSEA	0— 0
	19	*LOWELL	12— 0
October	28	At SALEM	13— 7
	3	*BEVERLY	7— 0
	12	At LAWRENCE	13— 0
	17	*PEABODY	
	24	*SAUGUS	
November	31	*MARBLEHEAD	
	7	*REVERE	
	16	SOMERVILLE	
	27	CLASSICAL	

*Night

SAUGUS SCHEDULE

September	20	At BROOKLINE	6—12
	27	At BEVERLY	12— 0
October	4	CHELSEA	21—13
	11	AMESBURY	14— 6
	18	REVERE	
	24	*At LYNN ENGLISH	
November	1	*At CLASSICAL	
	6	At SWAMPSCOTT	
	15	MARBLEHEAD	
	27	PEABODY	

*Night

PEABODY SCHEDULE

September	13	WAKEFIELD	20— 0
	21	At CLASSICAL	12— 7
October	28	LOWELL	7—16
	5	REVERE	19— 0
	10	*BEVERLY	0— 9
	17	*At ENGLISH	
	25	*MARBLEHEAD	
November	2	LAWRENCE	
	9	At SALEM	
	16	At NASHUA	
	27	AT SAUGUS	

*Night Game

for Breakfast

Danish RAISIN BREAD
"Chock Full of Raisins"

for Luncheon

Crisp "BULKIE" ROLLS
Light and Crunchy

for Afternoon Tea

ASSORTED PASTRIES
Delightful Variety

for Dinner

Delicious EGG ROLLS
Tasty—Wholesome

for Midnight Snacks

PUMPERNICKLE BREAD
with all spreads
A Sandwich Treat

for Cold Cuts

OUR PURE DARK
RYE BREAD

"The Better Restaurants serve New York Model Bakery Products"

210 SUMMER ST. COR. BLOSSOM

ENGLISH ENDS



FRONT ROW—Neil Smith, Art Fischer, Mike Carr, Russ Dunn, Rod Thibedeau, Charles Eldridge
BACK ROW—Cecil Gannon, Dart Nocella, Frank Sliney, Jim DiMontier, Fred Craig, Don Meggison

IN
SALEM
•
Opposite
the
Depot

MEN'S WEAR

Jerry's

SPORTING GOODS

— SALEM — LYNN

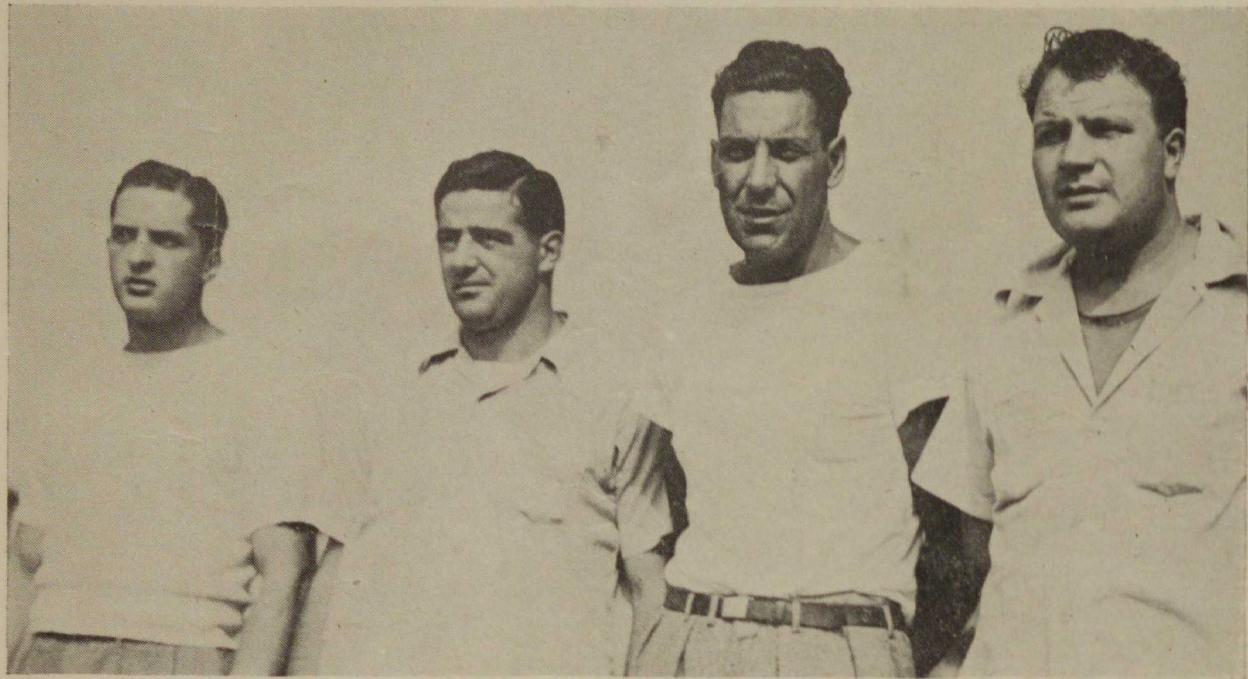
IN
LYNN
•
48
Munroe
Street

THE LARGEST STOCK OF
MEN'S WEAR... WORK CLOTHES and SPORTING GOODS
ON THE NORTH SHORE

• Biggest Values

• Lowest Prices

LYNN ENGLISH COACHING STAFF



Harold Fuchs, Lou Buffalino, Head Coach Carl Palombo, Paul Ierardi

SHOP AT

ZIMMAN'S

Where Your Clothing
Dollar Goes Further



877 Western Ave., West Lynn

EST. 1909

AFTER THE GAME
VISIT

♦
*Lolly-Pop
Lane*

♦
2 Essex Street
Lynn, Mass.

WHY THE FRIENDLY STORE FEATURES

FAIRMOUS NAMES

- ★ **KROLL** cribs
- ★ **WHITNEY** carriages
- ★ **HEDSTROM** carriages
- ★ **THAYER** strollers
- ★ **KROEHLER** living rooms
- ★ **BIGELOW** carpets
- ★ **RED CROSS** mattresses
- ★ **SIMMONS** bedding
- ★ **HOWELL** dinettes
- ★ **MERSMAN** tables
- ★ **KANTWET** mattresses
- ★ **ZENITH** radios
- ★ **EMERSON** radios
- ★ **GIBSON** refrigerator
- ★ **THOR** washer-ironer
- ★ **NURRE** mirrors
- ★ **GOLD SEAL** linoleum
- ★ **ARMSTONG** linoleum
- ★ **LANE** cedar chests
- ★ **CASWELL-RUNYAN** chests
- ★ **BUNTING** gliders
- ★ **BARCALO** chairs
- ★ **REMBRANDT** lamps
- ★ **ALEXANDER SMITH** rugs
- ★ **BISSELL** carpet sweepers
- ★ **CHARLTON** sofas
- ★ **PREMIER** vacuum cleaners
- ★ **MAGEE** stoves
- ★ **FLORENCE** ranges

It is an old fallacy . . . long ago disproven . . . that advertising adds to the cost of a commodity. "Sure, it's good . . . but you have to pay for the advertising" used to be a typical know-it-all comment. Today, the smart shopper is aware that just the reverse is true. Advertising brings down prices! Advertising sells more . . . increases production . . . brings down costs . . . naturally brings down the price to consumers.

Advertising . . . especially advertising on a national scope . . . does this, too: It places a definite responsibility on the advertiser toward the consumer . . . a responsibility to establish and maintain certain high standards of quality in design, manufacturer and distribution. The advertiser must live up to his advertising message . . . must build a reputation for integrity . . . because, you see, just advertising in itself is not enough.

That is why we at Young's like to feature nationally advertised merchandise. We have confidence in it. We feel it is honestly made and that you will be happy with it . . . that you will get the utmost value per dollar spent. This is just another facet in Young's friendly way of doing business . . . a successful policy for almost a half century.



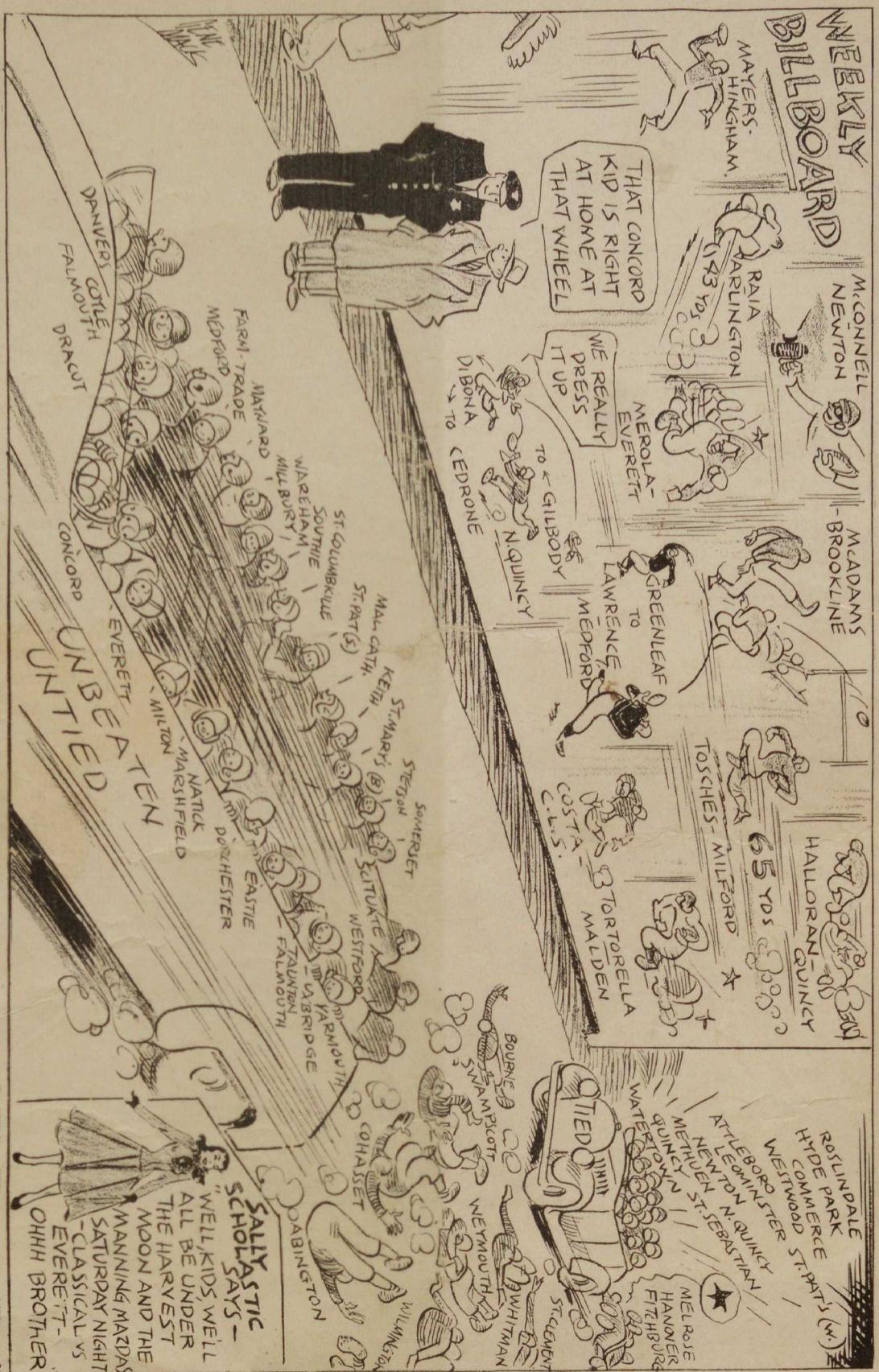
760 Western Ave. West Lynn

1230 ON YOUR DIAL . . . LOCAL SPORTS ROUNDUP ON WESX AT 6.30 P. M.

"Making Friends For Fifty Years"

Thinning Out

By
Gene
Mack



Follow the Progress

of the 1947

Football Season with . . .

THE BOSTON GLOBE

The Boston Globe

GENE MACK *im*

in

and His Famous "Bus"

二〇